

Assess your community's readiness

- **Polls:**
 - Raising Funds for a poll gives you information about how voters think *and* how easy it will be to fundraise
- **Who will oppose?**
 - Who do you need to reach out to neutralize?
 - American Beverage Association will spend millions to defeat
- **Wedge communities –**
 - Communities of color – drink more soda, targeted by the beverage industry, history of sponsorship
 - What are your relationships with key organizations and leaders in your wedge communities?
- **Community history:**
 - What is your community's strengths that you can build on?
- **Leadership:**
 - Will your community's elected officials unite in support?
 - Who will be front-runners?
- **Analyze vulnerabilities, political divisions, etc in your city – be ruthless**

What can you do NOW?

- Start educating your community about the issues, especially communities of color
- Build alliances with key organizations and leaders BEFORE you decide to move forward
- Pass other SSB policies:
 - daycare centers, school based, city – no ssbs in schools, limit juice
 - Portion sizes sold on college campus or business compounds
 - Get local restaurants and markets to offer healthier options
 - Church policies: what can be served at church events
- All these efforts get people talking about the issue and understanding the health impacts
- Call out the beverage industry for their target marketing and profiting at expense of our health